MUSHROOM INTRODUCTIONS

top 250 chains & c-stores | SCORES top performers | FLAVOR profile Q1 2018

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Mushroom Council
JANUARY

26 introductions
MUSHROOMS: JANUARY INTRODUCTIONS

Beef O’Brady’s | Jan 2018

Cheesy Bacon Chicken
Two chicken breasts grilled to perfection and topped with sauteed mushrooms, two thick-cut bacon slices then smothered in melted cheddar jack cheese. Served with honey mustard dressing for dipping, seasoned rice and broccoli.

Boston Market | Jan 2018

Half Rotisserie Chicken Marsala
Half rotisserie chicken with a Marsala sauce with Cremini and Portobello mushrooms and garlic, garnished with fresh parsley. Includes 2 sides and fresh baked cornbread.

Boston Market | Jan 2018

Three Piece Dark Rotisserie Chicken Marsala
Three piece dark rotisserie chicken with a Marsala sauce with Cremini and Portobello mushrooms and garlic, garnished with fresh parsley. Includes 2 sides and fresh baked cornbread.
MUSHROOMS: JANUARY INTRODUCTIONS

Mushroom Brushetta Carrabba’s
Baked bread topped with sauteed mushrooms, fontina cheese and fresh basil. Paired with Coppola Votre Sante Pinot Noir. Part of our 4-course Wine Dinner Experience for just $40 per person. Each course comes paired with a glass of wine.

Salmon Risotto
Grilled salmon, mushrooms, red peppers, asparagus, and basil.

Brio Tuscan Grill | Jan 2018

Salmon Risotto
Grilled salmon, mushrooms, red peppers, asparagus, and basil.

Brio Tuscan Grill | Jan 2018

Shrimp Risotto & Broiled Lobster Tail
Mushrooms, red peppers, asparagus, and basil.

Brio Tuscan Grill | Jan 2018

Carrabba’s | Jan 2018

Mushroom Brushetta Carrabba’s
MUSHROOMS: JANUARY INTRODUCTIONS

Denny's | Jan 2018

Smoky Gouda Prime Rib & Broccoli Skillet
Juicy prime rib with caramelized onions, sauteed mushrooms and broccoli served atop whole grain rice. Topped with Italian cheeses and Gouda cheese sauce.

Denny's | Jan 2018

Wild Alaska Salmon Skillet
A grilled wild-caught Alaska salmon fillet seasoned with a delicious blend of garlic and herbs. Served atop seasoned red-skinned potatoes, fresh spinach, broccoli, sauteed mushrooms and grape tomatoes.

Denny's | Jan 2018

Crazy Spicy Skillet
Crumbled chorizo sausage, jalapenos, sauteed mushrooms and fire-roasted bell peppers and onions blended together with seasoned red-skinned potatoes. Topped with grilled chicken breast, shredded Cheddar cheese, a spicy five pepper sauce and Pepper Jack queso.
MUSHROOMS: JANUARY INTRODUCTIONS

Denny’s | Jan 2018
Smoky Gouda Chicken & Broccoli Skillet
Roasted seasoned chicken with caramelized onions, sauteed mushrooms and broccoli served atop whole grain rice. Topped with Italian cheeses and Gouda cheese sauce.

Einstein Brothers | Jan 2018
Turkey-Bacon Egg White Wake-Cup
Cage-Free Egg Whites with Spinach, Mushrooms and Turkey-Bacon – with 12 grams of protein and 120 calories.

Fuddruckers | Jan 2018
Angus Steakhouse Burger
A half-pound of grilled premium quality Angus beef topped with Swiss cheese, smokehouse bacon and grilled mushrooms and onions on our fresh baked bun!
MUSHROOMS: JANUARY INTRODUCTIONS

Huddle House | Jan 2018

Prime Rib Tips Two-Hand Sandwich
Prime rib tips, Swiss cheese, sauteed mushrooms and caramelized onions on a toasted brioche bun, served with au jus and choice of fries, sweet potato fries or potato tots.

La Madeleine French Bakery | Jan 2018

Café Sampler
Our new Spinach Artichoke Friand (a creamy mixture of spinach, artichoke, and garlic Boursin cheese baked in a puff pastry and served with a side of tomato basil soup for dipping) with a Cup of Soupe and Petite Salade. Soupe choices include: Tomato Basil, French Kale & Lentils, French Onion, Country Potato, or Cream of Mushroom. Petite Salade choices include: Classic Caesar Salade, Cranberry & Pecan Wild Field Salade, Strawberry & Bacon Spinach Salade, Tomato Basil Pesto Pasta Salade.

Le Pain Quotidien | Jan 2018

Tofu Scramble
If you’re looking to eat clean, this is the brunch pick for you. We scramble chickpeas, cremini mushrooms, kale, tomato, red onion and avocado, keeping it low carb and creating the perfect mix of healthy fats and protein. Smoked paprika rounds it out with a subtle spice.
MUSHROOMS: JANUARY INTRODUCTIONS

Mod Pizza | Jan 2018
The Phoenix
Pizza topped with **button mushrooms**, arugula, Italian sausage, asiago cheese, roasted red peppers, rosemary and a drizzle of balsamic fig glaze.

Mod Pizza | Jan 2018
Seasonal Salad
Roasted Cremini **mushrooms**, English peas, demi-glace, Parmesan.

Panera Bread | Jan 2018
Soba Noodle Broth Bowl With Chicken
Chicken raised without antibiotics, soba buckwheat noodles, fresh spinach, napa cabbage blend, roasted **mushroom** and onion blend, sesame seeds and cilantro in our umami soy-miso broth.
MUSHROOMS: JANUARY INTRODUCTIONS

Red Lobster | Jan 2018

Seafood-Stuffed **Mushroom** and Salad
Fresh mushrooms loaded with our signature seafood stuffing, smothered in Monterey Jack cheese and baked until bubbly.

Red Lobster | Jan 2018

Roasted Green Beans With **Mushrooms**
We take our crisp green beans, roast them with sliced mushrooms, and then toss them in a nutty, sweet brown butter.

Red Robin | Jan 2018

Gourmet Veggie Burger
Our custom-blended, ancient-grain-and-quinoa veggie patty is piled high with Swiss cheese, lightly fried, Parmesan-sprinkled mushrooms, tomato bruschetta salsa, fresh avocado slices, sun-dried tomato spread and shredded romaine on a whole grain bun. Want it basic? Try it on the Keep It Simple build.
MUSHROOMS: JANUARY INTRODUCTIONS

Ruth’s Chris Steak House | Jan 2018

Roasted Mushroom Couscous
Roasted Cremini mushrooms, English peas, demi-glace, Parmesan.

Quiznos Subs | Jan 2018

Lobster & Seafood Scampi Bake
Garlic-baked lobster & seafood, melted mozzarella, sauteed mushrooms & onions, tomatoes and garlic aioli, served on our signature bread with a lemon wedge garnish.

Steak N Shake | Jan 2018

2 For $3 Value Menu
The New 2 for $3 Value Menu lets guests mix 'n match any two value menu items and pay just $3! The complete menu offers 49 different combinations and features some of America’s favorite taste combinations. As always, these full-size Steakburgers are made with 100% beef, quick seared on the grill and are all served on bakery-quality knotted buns...Swiss 'N Mushroom Steakburger, Spicy Chipotle Steakburger, Smokey BBQ Steakburger, All-American Steakburger, Grilled Cheese, Steak Frank, or Medium Thin 'n Crispy Fries.
MUSHROOMS: JANUARY INTRODUCTIONS

Mushroom Swiss Burger
With two fresh, all-beef patties, two layers of premium grilled mushrooms, two slices of Swiss cheese and our new creamy Au Jus Sauce, this limited time offer isn’t just a Mushroom Swiss Burger - it’s a Whataburger Mushroom Swiss Burger.
FEBRUARY
13 introductions
MUSHROOMS: FEBRUARY INTRODUCTIONS

Carrabba’s | Feb 2018
Angel Hair Primavera
Sauteed zucchini, red peppers, mushrooms, roasted tomatoes and peas tossed with lemon butter sauce.

Fazoli’s | Feb 2018
Ultimate Spaghetti
Spaghetti with Marinara, Meatballs, Italian Sausage, Bacon and Garlic-roasted Mushrooms.

Frazoli’s | Feb 2018
Ultimate Fettuccine Alfredo
Fettuccine with Alfredo Sauce, Roasted Chicken, Bacon, Garlic-roasted Mushrooms and Broccoli.
MUSHROOMS: FEBRUARY INTRODUCTIONS

Fazoli’s | Feb 2018
Ultimate Veggie Rotini
Whole Grain Rotini with Creamy Basil Sauce, fresh Spinach, Garlic-roasted Mushrooms, marinated Tomatoes and Broccoli.

Maggiano’s Little Italy | Feb 2018
Steak & Ravioli
Beef Medallions, Mushroom Ravioli al Forno, Grilled Asparagus, Garlic Mashed Potatoes.

Perkins | Feb 2018
Balsamic Glazed Salmon Skillet
Atlantic salmon with sauteed crimini mushrooms, sweet red onions, zucchini, summer squash, tender red bell peppers and oven-roasted tomatoes. Served on fresh spinach and herb rice pilaf with warm White Balsamic Vinaigrette.
Spinach & Mushroom Skillet
Fresh from the garden. Fresh spinach, onions, crimini mushrooms and oven-roasted tomatoes, served with egg whites over homestyle seasoned potatoes. (410 Calories).

Steak & Pepper Skillet
Fresh from the garden. Fresh spinach, onions, crimini mushrooms and oven-roasted tomatoes, served with egg whites over homestyle seasoned potatoes. (410 Calories).

The Everything Skillet
Diced grilled ham, crimini onions, green peppers and American cheese – mushrooms, tomatoes, this classic skillet has it all!
MUSHROOMS: FEBRUARY INTRODUCTIONS

Hearty Harvest Omelet
An egg white omelet filled with turkey sausage, sweet red onions, summer squash, zucchini, tender red bell peppers, **crimini mushrooms**, spinach and Mediterranean Feta. Served with fresh fruit and dry whole wheat toast.

White Truffle Prime Steakburger
Introducing our deliciously indulgent new White Truffle Steakburger! It’s a 6 oz. hand-crafted Prime Steakburger topped with two slices of Tillamook all-natural Swiss cheese, grilled **button mushrooms**, caramelized onions and decadent **Truffle** Aioli sauce on a toasted brioche bun. Served with fries.

Smoky Mushroom Bacon Cheeseburger
A quarter-pound of fresh, never frozen beef topped with smoky portobella mushroom, smoky mushroom aioli, crispy fried onions, Asiago cheese, and three strips of Applewood-smoked bacon, all on top of a toasted bakery bun.
Smoky **Mushroom** Bacon Potato

Enjoy a warm oven baked potato loaded with Applewood smoked bacon, sauteed **mushrooms** and topped with a creamy cheese sauce. This baked potato is loaded with goodness.
MUSHROOMS: MARCH INTRODUCTIONS

Brio Tuscan Grille | Mar 2018

**Mushroom Ravioli Di Bello**
Tomatoes, champagne brown butter.

Carrabba’s | Mar 2018

**Angel Hair Primavera**
Sauteed zucchini, red peppers, mushroom, roasted tomatoes and peas tossed with lemon butter sauce.

Cheesecake Factory | Mar 2018

**Lasagna Verde**
Layers of fresh spinach pasta, mozzarella, fontina and parmesan cheese, covered with our housemade tomato-mushroom and marinara sauces.
MUSHROOMS: MARCH INTRODUCTIONS

Cheesecake Factory | Mar 2018
Spicy Shanghai Noodles
Spaghetti with chicken, **mushrooms**, snow peas, onions and garlic in a sweet-hot sesame ginger sauce.

Cracker Barrel | Mar 2018
Country Fried Steak
A generous portion of our USDA Choice steak breaded, deep fried, and topped with Sawmill Gravy. Served with your choice of three country sides, like our new Fresh Grilled Mushrooms featuring **button mushrooms** grilled tender and dressed in a savory garlic butter sauce. Comes with made-from-scratch Buttermilk Biscuits or Corn Muffins. Select New Fresh Grilled Mushrooms as one of your sides with your lunch or dinner. Or, add as an additional side.

Coco’s Bakery | Mar 2018
Mediterranean Cod
Wild-caught cod, lightly seasoned and grilled. Topped with fresh **mushrooms**, Roma tomatoes, fresh spinach, and capers sauteed in a lemon herb sauce. Served with fresh seasonal vegetables and rice pilaf.
**MUSHROOMS: MARCH INTRODUCTIONS**

**Eat’n Park Restaurants | Mar 2018**

**Vegetarian Spinach Tortellini**

Pasta stuffed with cheeses and spinach, baked with zucchini, *mushrooms*, spinach and tomatoes. Topped with creamy Alfredo sauce and served with your choice of one side and garlic toast for only 9.99!

**Maggiano’s Little Italy | Mar 2018**

**Chianti Brined Chicken**


**Marie Callender’s | Mar 2018**

**Shrimp Sorrento Pasta**

Penne pasta with *mushrooms*, fresh asparagus and roasted tomatoes in a creamy alfredo sauce. Topped with sauteed shrimp and parmesan cheese.
Hearty Harvest Omelet
An egg white omelet filled with turkey sausage, sweet red onions, summer squash, zucchini, tender red bell peppers, crimini mushrooms, spinach and Mediterranean Feta. Served with fresh fruit and dry whole wheat toast.

Balsamic Glazed Salmon Skillet
Atlantic salmon with sauteed crimini mushrooms, sweet red onions, zucchini, summer squash, tender red bell peppers and oven-roasted tomatoes. Served on fresh spinach and herb rice pilaf with warm White Balsamic Vinaigrette.

Mongolian Beef Bowl
Sweet soy glaze, flank steak, mushrooms, garlic, snipped green onion.
MUSHROOMS: MARCH INTRODUCTIONS

P.F. Chang’s | Mar 2018
Tokyo Udon Noodle Bowl
Chicken, Udon noodles, fresno peppers, green onion, mushrooms, fresh basil.

P.F. Chang’s | Mar 2018
Korean Bibimbap
Chicken, fresh greens, Asian mushrooms, and market vegetables over rice, topped with a fried egg and kimchi slaw.

Outback | Mar 2018
Toowoomba Shrimp Topped Salmon
Wood-fire grilled Salmon topped with shrimp and mushrooms in a creamy Toowoomba sauce. Served with two freshly made sides.
**MUSHROOMS: MARCH INTRODUCTIONS**

**Bacon Melt Sonic Signature Slinger**
Bakery quality brioche slider roll, melted cheese, crispy bacon, mayo on a burger patty made of three simple ingredients: 100% pure beef blended with savory **mushrooms** and bold seasonings.

**Classic Sonic Signature Slinger**
Bakery quality brioche slider roll, lettuce, tomato, crinkle cut dill pickles, mayo, melted cheese on a burger patty made of three simple ingredients: 100% pure beef blended with savory **mushrooms** and bold seasonings.

**Smoky Mushroom Bacon Cheeseburger**
A quarter-pound of fresh, never frozen beef topped with smoky portabella mushroom, smoky **mushroom** aioli, crispy fried onions, Asiago cheese, and three strips of Applewood-smoked bacon, all on top of a toasted bakery bun.
Bibimbap
Spicy Gochujang marinated steak, sauteed mushrooms, cucumbers, shredded carrots served with kimchi, scallions & sunny side up egg over jasmine rice.
SCORES TOP PERFORMERS
Each month, SCORES tests every new menu item and LTO from major chains with consumers. Hundreds of items from all sections of the menu are tested for six key measures:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Intent (PI)</td>
<td>would you order this item?</td>
</tr>
<tr>
<td>Branded PI</td>
<td>would you order it at this place?</td>
</tr>
<tr>
<td>Uniqueness</td>
<td>is it new and different?</td>
</tr>
<tr>
<td>Frequency</td>
<td>how often would you have it?</td>
</tr>
<tr>
<td>Draw</td>
<td>would you go there just for this?</td>
</tr>
<tr>
<td>Value</td>
<td>is it a good value at that price?</td>
</tr>
</tbody>
</table>
Fuddruckers introduced premium ingredients including smokehouse bacon and grilled mushrooms on their signature burger resulting in high ratings for purchase intent, frequency, and draw.

<table>
<thead>
<tr>
<th>ITEM:</th>
<th>Angus Steakhouse Burger</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPERATOR:</td>
<td>Fuddruckers</td>
</tr>
<tr>
<td>ITEM TYPE:</td>
<td>Limited Time Offer</td>
</tr>
<tr>
<td>DATE:</td>
<td>Jan 2018</td>
</tr>
<tr>
<td>PRICE:</td>
<td>$10.99</td>
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</table>

DESCRIPTION:
A half-pound of grilled premium quality Angus beef topped with Swiss cheese, smokehouse bacon and grilled mushrooms and onions on our fresh baked bun!

<table>
<thead>
<tr>
<th>UNBRANDED PURCHASE INTENT</th>
<th>BRANDED PURCHASE INTENT</th>
<th>UNIQUENESS</th>
<th>FREQUENCY</th>
<th>DRAW</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>99</td>
<td>97</td>
<td>40</td>
<td>88</td>
<td>88</td>
<td>44</td>
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</tbody>
</table>

NORMATIVE RANK: Reflect comparison to all items (100 = best in class; 1 = worst in class)
P.F. Chang’s recreated an authentic Korean rice bowl using ingredients such as Asian mushrooms, fresh vegetables, and kimchi scoring high in uniqueness and draw.

**ITEM:**
Korean Bibimbap

<table>
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<th>DATE:</th>
<th>PRICE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>P.F. Chang's</td>
<td>Limited Time Offer</td>
<td>Mar 2018</td>
<td>$11.95</td>
</tr>
</tbody>
</table>

**DESCRIPTION:**
Chicken, fresh greens, Asian mushrooms, and market vegetables over rice, topped with a fried egg and kimchi slaw.

**UNBRANDED PURCHASE INTENT** | **BRANDED PURCHASE INTENT** | **UNIQUENESS** | **FREQUENCY** | **DRAW** | **VALUE**
---|---|---|---|---|---|
25 | 47 | 93 | 40 | 79 | 30

**NORMATIVE RANK:** Reflect comparison to all items (100 = best in class; 1 = worst in class)
LEARN WHAT CONSUMERS CRAVE

Every quarter, FLAVOR tests thousands of foods, flavors, ingredients, and beverages with consumers. Consumers are asked to rate these foods and flavors across three key metrics:

- **AWARENESS**
  How well know is this item?

- **CONSUMPTION**
  How frequently is this item consumed?

- **AFFINITY**
  How do consumers feel about this item?
Oyster Mushroom

**MAC™ Stage**
- Inception
- Adoption
- Proliferation
- Ubiquity

**EXPERIENCE**
- **46%** know it
- **25%** have tried it
- **3%** had many times

<table>
<thead>
<tr>
<th>RANK among Fruits &amp; Veggies</th>
</tr>
</thead>
<tbody>
<tr>
<td>#230 of 312</td>
</tr>
<tr>
<td>#225 of 312</td>
</tr>
<tr>
<td>#216 of 312</td>
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</tbody>
</table>

**AFFINITY**
- **11%** like it
- **9%** neutral
- **3%** dislike
- **4%** hate it

<table>
<thead>
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<tr>
<td>#209 of 312</td>
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</table>

**WHO REALLY LOVES IT?**

**WHO REALLY LOVES IT?**
Normative indices shown 50 = avg among group

- **Men**: 33
- **Women**: 28
- **Gen Z**: 35
- **Millennials**: 34
- **Gen X**: 35
- **Boomers**: 36
- **White**: 34
- **Black**: 25
- **Hispanic**: 56
- **Asian**: 44
- **West**: 28
- **South**: 28
- **Northeast**: 33
- **Midwest**: 33
- **Northeast**: 33
- **Without Kids**: 33
- **With Kids**: 28
- **Foodies**: 33

**EXPERIENCE**
Normative indices in grey circles

**AFFINITY**
Normative indices in grey circles

**SOURCE:** Datassential FLAVOR™
Datassential is your best source for food industry insights; from the latest menu trends to the products shoppers want at the grocery store.